

The Value of Outsourcing Mobility

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The mobile workforce is expanding, using technology to find new ways to stay productive and customer attentive. The increasing use of mobile devices brings productivity gains but also presents enterprises with new challenges. One of the most daunting is how to cost effectively deploy, manage and support mobile devices and provide an optimal user experience, especially when budgets are tight, staffing levels are flat and uptime is critical.

As the use of mobile devices in the enterprise continues to grow, the diversity of mobile platforms, devices, mobile applications and hardware and software suppliers involved in a mobility initiative can be overwhelming. To streamline their mobility projects and enjoy the peace of mind that comes with solid experience and best practices, companies can partner with mobility experts. By supplementing their internal resources with outside expertise they can:


- Enhance the quality and efficiency of mobility initiatives – from procurement through fix/repair and help desk support to ongoing device management and disposal (recycling).
- Secure devices in a way that controls network and application access and protects valuable corporate data, in compliance with company security standards.
- Provide support levels that enable users to employ their devices effectively and enjoy a positive user experience “right out of the box.”
- Increase the productivity of mobile employees, as well as their ability to communicate effectively with customers, colleagues, partners and others.
- Manage the costs, and specifically decrease the TCO, of corporate mobility projects.

This paper demonstrates how enterprises can take advantage of mobility outsourcing to provide users the mobility tools they need while avoiding significant investment in mobility personnel, training, and processes.

Upstart Aircraft – Weighing the Options for a Mobility Deployment

Consider a hypothetical case that highlights the challenges that arise in an enterprise mobility initiative. The IT mobility director for Upstart Aircraft, a manufacturer in California, needs to deploy 4000 mobile devices – 2800 standard smart phones for different business groups and 1200 ruggedized devices for use in two manufacturing facilities and by the field service mechanics. The director has limited funds for hiring new staff or even training IT staff in mobility best practices. And since he has only begun researching the infrastructure requirements for warehousing, kitting, shipping, and servicing a large deployment, he is not yet ready to decide whether to handle those processes internally or to outsource them.

To understand what his staff could manage internally, the mobility director is considering the entire mobility lifecycle. The services required for any successful mobility initiative start with device procurement and continue through five additional phases, some of which can occur concurrently, depending on the organization’s specific needs. After assessing the company’s ability to perform the tasks required in each phase, the mobility director will compare the costs of performing them internally and outsourcing them, using the data in Table 1.

Process	Annual Mobility Costs Cited by Industry Analysts	Enterprise Mobile Annual Outsourcing Fees (Based on a 2-year Contract)
Planning		Included in Deployment
Procurement		Included in Deployment
Deployment		\$24
Training		\$25
Device Management		\$30
Support		\$36
Device Depot		\$36
Total Annual Cost per Device		\$554 - \$636
<i>Table 1</i>	Operations Administration and IT Operations & Training	73% - 76% annual savings

A comparison of industry estimates for enterprise mobility projects and the outsourcing fees charged by Enterprise Mobile demonstrates that companies can cost effectively entrust their mobility initiatives to experts who focus on mobility and charge on a per-device basis. For Upstart Aircraft's 4000-device deployment, the company could expect to spend \$2,216,000 to \$2,544,000 to do the work themselves. But for \$604,000 (or 73% to 76% less), they could outsource the services to Enterprise Mobile and convert their variable mobility costs into predictable costs that can be budgeted annually.

Outsourcing offers a host of advantages. By engaging the right outsourcing partner, enterprises can make significant improvements in the way they address mobility to:

- Eliminate much of the aggravation required to navigate the mobility ecosystem by streamlining processes, and, in turn, increase the quality of the deployment and the mobile user experience.
- Tap the talent of people who can deploy and manage mobile devices the way enterprises handle laptops and desktops and acquire mobility expertise through knowledge transfer.
- Take advantage of best practices and expertise without incurring the costs associated with hiring mobility experts or training current staff and reallocating resources.

Your Mobility Services Outsource Partner

- Allocate IT budget more effectively, making fixed costs variable and mapping them to actual requirements.
- Ultimately benefit from a faster, more efficient deployment, delivered by experts who implement recognized best practices to tailor mobility deployments to support corporate goals.
- Ensure that end users have the tools they need to be customer responsive.

Enterprise Mobile enables IT organizations to ease the deployment, management and support of mobile devices through services provided by mobility experts. Many companies lack the resources or expertise required to ensure a successful mobile initiative yet need to support the secure use of a mix of mobile devices and applications by their workforce. For such companies, Enterprise Mobile supports enterprise-scale integration of all the major mobile platforms, including Apple iOS (for iPhone and iPad), BlackBerry, Android, and Windows Mobile, enabling organizations to keep their mobile workers productive as they achieve the target ROI for their mobility investments.

Learn more at www.enterprisemobile.com.

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